

PURPOSE AND THEME

1 THE PROVERBS OF SOLOMON SON OF DAVID OF ISRAEL

2 For the words of insight, receiving instruction in prudent behavior, doing what is right and just and fair, for giving guidance to those who have knowledge and discretion to do so, let the wise listen and end to and let the discerning get going, the sayings and riddles of the wise. The fear of the Lord is the beginning of wisdom, but fools[er] despise wisdom and instruction. Exhortations to listen

WARNING AGAINST THE INVITATION OF SINFUL MEN

8 Listen, my son, to your father's instruction and do not forsake your mother's teaching. They are a garland to grace your head, and a chain to adorn your neck. 10 My son, if sinful men entice you, do not give in to them. If they say, "Come along with us; let us mix our wine for innocent people. It's ambush some harmless soul, when drunk, will the grave, those who go down to the pit. Sorts of valuable things and fine houses with plunder, 14 cashiers with us, we will share the loot." Do not go along with them, do not set foot on their paths, for they lead rashly into evil.



Advertising Specialty Institute®

"Building a Self-Promotion Campaign from the Ground Up®"

Cliff Quicksell, MASI, MAS+
Cliff Quicksell Associates
www.quicksellspeaks.com



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EVERY STEP OF THE WAY™

Introduction & Takeaways for Today



- My purpose, my WHY
- Procedures I use to build creative self promo campaigns
- Examples of a few Successful Self-Promos
- How this process translates to better client interactions
- Travel with my son, **Lines in the water**



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EVERY STEP OF THE WAY™

Get Your Creative On



**What
Holds
You
Back?**

**How do you see our
industry?**

Periodic Chart

Exploring Marketing Chemistry

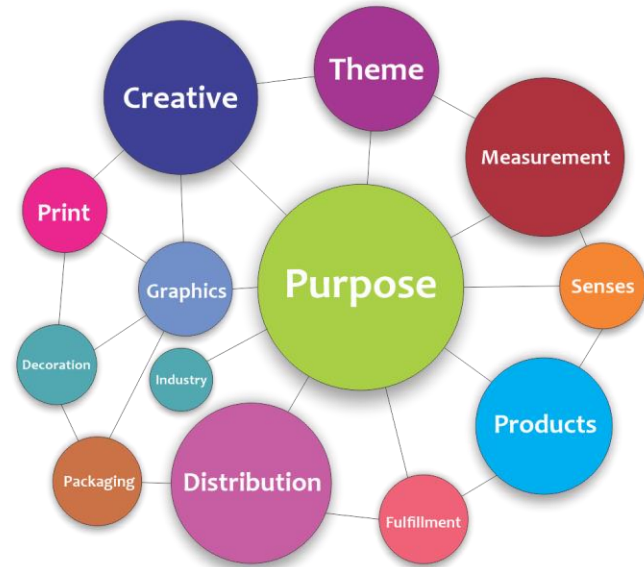
Periodic Table
143 Elements for Creative Marketing

1 CA Cards	11 SR Serious	21 DRW Drawings	30 INN Innovative	38 BRL Balance	46 EN Ends	54 TYP Type	62 BAL Balance	70 SKU SKU	78 CC C. Capers	86 FOL Folds	94 LAB Labels	102 TU Tubes	110 SML Small	118 ENG Engagement	127 BKG Background	136 RLG Religion
2 PA Paper	12 CTV Conversative	22 PNS Punch	30 INN Innovative	38 BRL Balance	46 EN Ends	54 TYP Type	62 BAL Balance	70 SKU SKU	78 CC C. Capers	86 FOL Folds	94 LAB Labels	102 TU Tubes	110 SML Small	118 ENG Engagement	127 BKG Background	136 RLG Religion
3 IK Ink	13 UNQ Unique	23 APP Appeal	31 UTY Utility	39 INS Inspire	47 INV Invest	55 COL Color	63 IMG Image	71 STG Storage	79 COU Color	87 EBS Ends	95 GLT Glitter	103 PBX Price Box	111 TA Tape	120 TAU Target Aud.	129 INS Inspiration	137 HOS Hospitality
4 BKL Booklets	14 ROE Rope	24 CA Card	32 GEN General	40 COL Color	48 INS Inspire	56 SH Shape	64 PHO Photo	72 KIT Kit	80 FX FX	88 DSB Design	96 DSB Design	104 CTM Custom	112 TCH Touch	121 BGT Budget	130 LGL Legal	138 SPT Sports
5 FLR Fliers	15 F Fan	25 TK Team	33 IM Imagination	41 OOX Out of Box	49 ENG Engage	57 PAT Patience	65 VID Video	73 SHP Shipping	81 DHL DHL	89 SP Services	97 TDP Top Deal	105 PBG Product Bag	113 HR Heat	122 AUT Automated	131 MFG Manufacturing	139 TCH Technology
6 PC Pack Cards	16 ENG Engaging	26 DI Data	34 IN Interaction	42 ORG Originality	50 AWN Awareness	58 STY Style	66 DSN Design	74 CS Co. Story	82 WEB Website	90 LZR Label	98 TRN Transfer	106 POP Point of Sale	114 STE Stitch	123 CON Conversion	132 MDA Media	141 POL Politics
7 BRO Brochures	17 SMP Strategic	27 CGF Copy Life	35 VSN Vision	43 MOT Motion	51 TRF Transfer	59 LO Layout	67 INV Inventory	75 ASB Assembly	83 SCM Supply Chain	91 ETC Etc.	99 VNL Viral	107 BGS Bag	115 ROI Return	124 EDU Education	133 MED Medical	142 AVI Awards
8 FLY Flyers	18 ADV Adventure	28 AWD Award	36 OR Originality	44 CHG Change	52 PRV Price	60 SP Spelling	68 DS Drop Ship	76 USM Unit Man.	84 EMB Embroidery	92 FCP Flat Cap	100 BX Boxes	108 TNS Tape	116 ROO ROI Objective	125 ENT Entertainment	134 NPR Non-Profit	143 ACC Accounting
9 DIE Die Cut	19 BND Binding	29 BG Bags	37 ICB Incubation	45 IFM Inform	53 FNT Fonts	61 TEX Texture	69 TKG Tracking	77 UPS United PS	85 PP Paid Print	93 DGL Digital	101 TIS Tissue	109 BPK Baker Pack	117 KPI Key P. Ind.	126 EVT Events	135 RES Real Estate	144 PAC Packaging

The critical elements for a successful creative campaign

■ Print ■ Theme ■ Products ■ Creative
■ Purpose ■ Senses ■ Graphics ■ Distribution
■ Fulfillment ■ Decoration ■ Packaging ■ Measurement ■ Industry

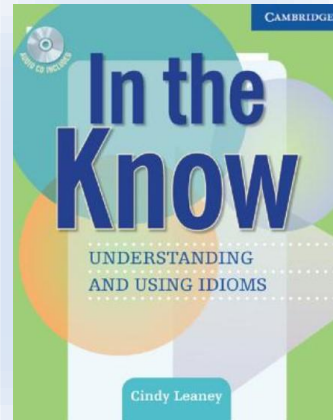
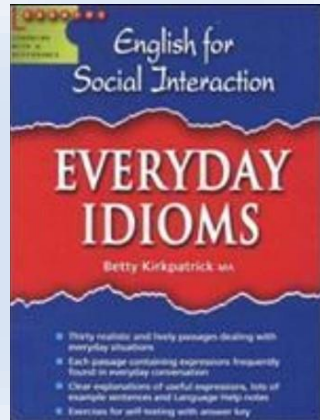
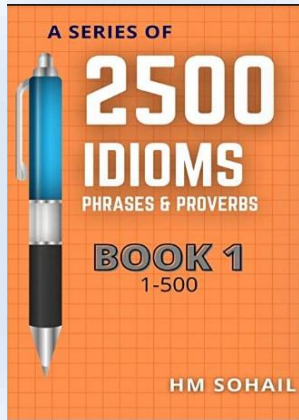
Elements for Creative Marketing Campaigns



Finding Inspiration

“An **idiom** is a phrase or expression that typically presents a figurative, non-literal meaning attached to the phrase; but some phrases become figurative idioms while retaining the literal meaning of the phrase. Categorized as formulaic language, an idiom's figurative meaning is different from the literal meaning” US alone, 25M+

Idiomatic Expressions



“When Pigs Fly”

Something that will never happen

“Other Side of the Coin”

The opposite aspect, contrasting arguments

“Hit the Sack”

Go to Bed

“Bury Head In The Sand”

Hide from the truth

“Rain Check’

An offer that might be taken up later

www.theidioms.com/#titl

Finding Inspiration

Mind Mapping

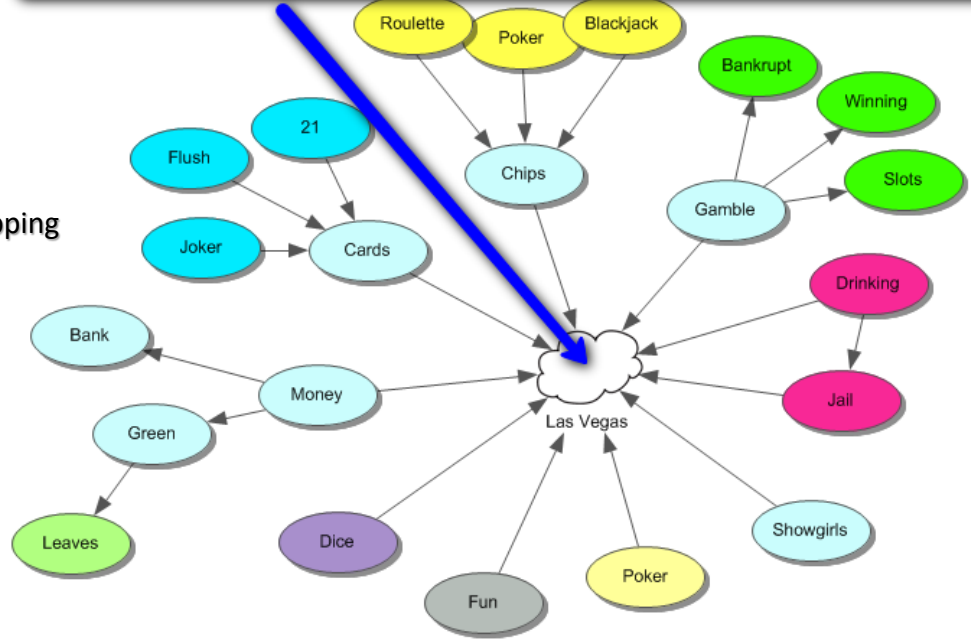
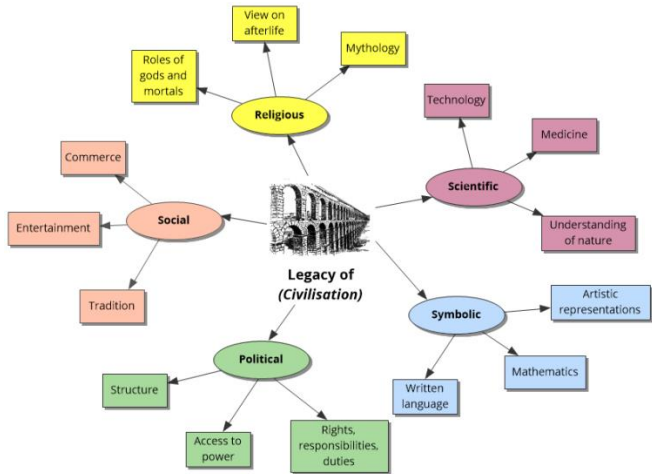
Mind Mapping Links

<https://lucidspark.com/>

<https://miro.com/aq/ps/mind-map-software>

<https://www.mindmanager.com/en/pages/mind-mapping>

Mind-mapping takes a central idea, "LAS VEGAS" and associates words or phrases back to the source....



Finding Inspiration

Magazines, ADs, Billboards

R&D Ad's for Ideas

Thirsting for deeper information on b-to-b marketing?

White papers filled with research data and case studies have become one of the most trusted and preferred methods for really delving into a marketing topic or trend. Visit our Vendor Research Library to access these sponsored white papers and more...

For E-Mail Marketers: Rooted Out Solutions

10 Things You Should Know About CRM

Gain Valuable Insight into the Small Business Owner

Maximize the Earnings of Your e-Commerce Holiday Campaigns

Engage with buyers differently to drive more business

Go there now at: B2BOnline.com/whitepapers

To submit a white paper to our Library, contact David Bernstein, Associate Publisher, at 212-210-0782 or dbernstein@crain.com.

B2B | change the game

THE ASSOCIATED PRESS BUSINESS PUBLISHERS

Theme

Bottle

Tagline

Surroundings

What concepts could you come away with viewing this advertisement?

Finding Inspiration



Journalize Your Ideas!

Journalizing helps you archive your ideas, in one location, one place to pool your concepts, and thoughts to use in the future to stimulate your creative juices!



Marketing Journal© developed by Cliff Quicksell Associates, available at <https://www.quicksellspeaks.com/si/981426989/ed-100-journal/marketing-journal>

What is...

C R E A T I V I T Y

“Creativity is the process of challenging accepted ideas and ways of doing things in order to find new solutions or concepts” George Boulden



Be a kid again!

**Birth to age 6 _____% of your ideas
are deemed innovative and creative**

Identify The Challenges

Engaging with Existing Client

- A-E Listed clients
- How do we stay connected?
- Frequency, Assets...

Reactivating to Dormant Clients

- Identify the top A/B types
- Identify why they left, who should we target?
- Is there commonality in the reason?

Prospecting to New Clients

- Look at historical and predictive data

Where Do You?



After Identifying the challenge...Building a Campaign



Step 1 - Idea – Theme, Art, Design Concepts

Step 2 - Define the strategy

Step 3 - Create KPI's

Step 4 - Execute

Step 5 - Measure

The Process, Defining the IDEA



Discovery

- Identify
 - Background/Challenge/Opportunity
- Target Audience
- Key Benefits
- Communication Strategy
- Timeline, work backwards
- Budget
- Key Metrics



Communications

- Questions
- Prospective Vendors
- Vendor Notes
- Meeting Comments
- Time Assessment

Get a copy of my Discovery Brief at

<https://www.quicksellspeaks.com/resource-documents.htm>

The Plan/Strategy Steps



- Determine Your Purpose
- Determine your Goals
- What Problem(s) do You Solve?
- Timeline(s)

Building a Campaign

Measuring KPI's & Results



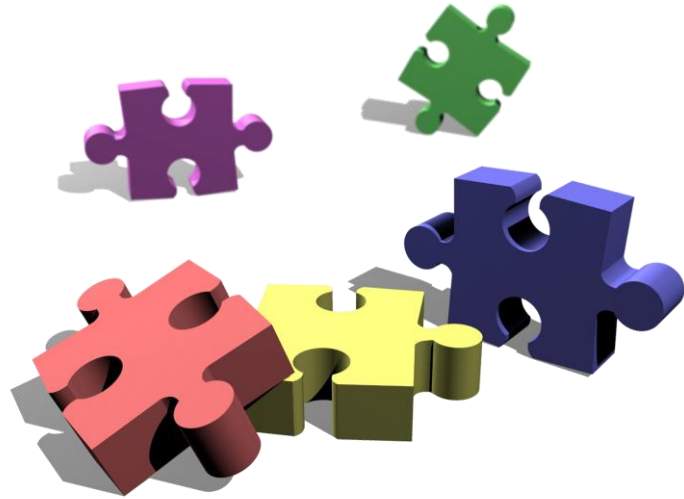
How to Measure Success

5 Questions You Need To Ask
Before You Begin Any Project



- What Does Success Look Like?
- What Happens of You Fail?
- What Will You Do?

Components to Consider



Print



Packaging



Product



Theme



Distribution

“Company Branding” Campaign

Paul & Stephanie Zafarana

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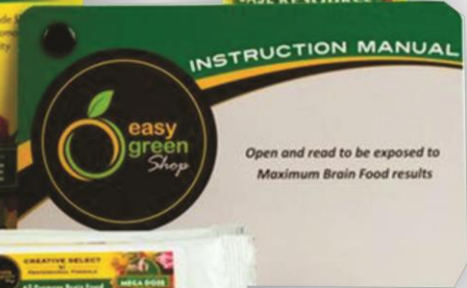
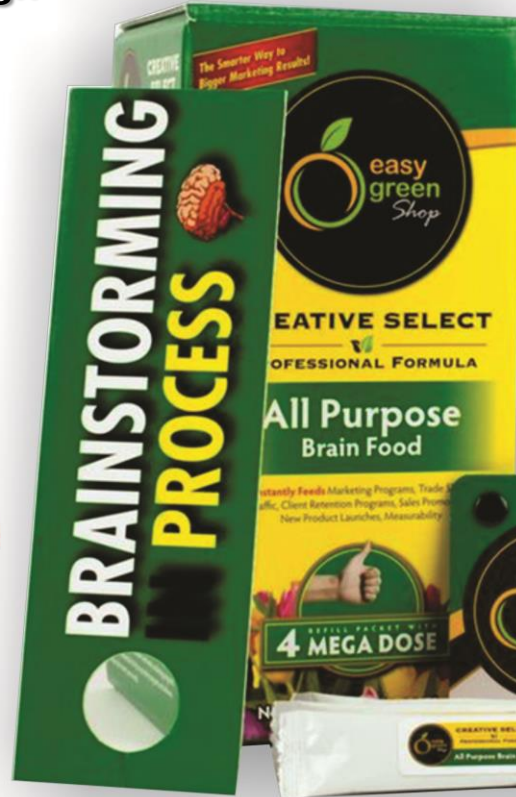
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BOB change game

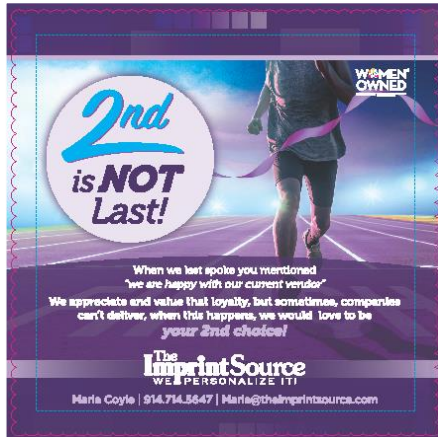
Case History – “2nd Isn’t Last”

Challenge: Prospecting Clients who have no interest

Concept: Identify prospects, when they say not interested, acknowledge and send piece, follow up

Strategy: Build a proactive marketing touchpoint to acknowledge and engage prospects

Outcome: Case history supporting the effectiveness of the campaign. Unless they say NO, it’s still a maybe

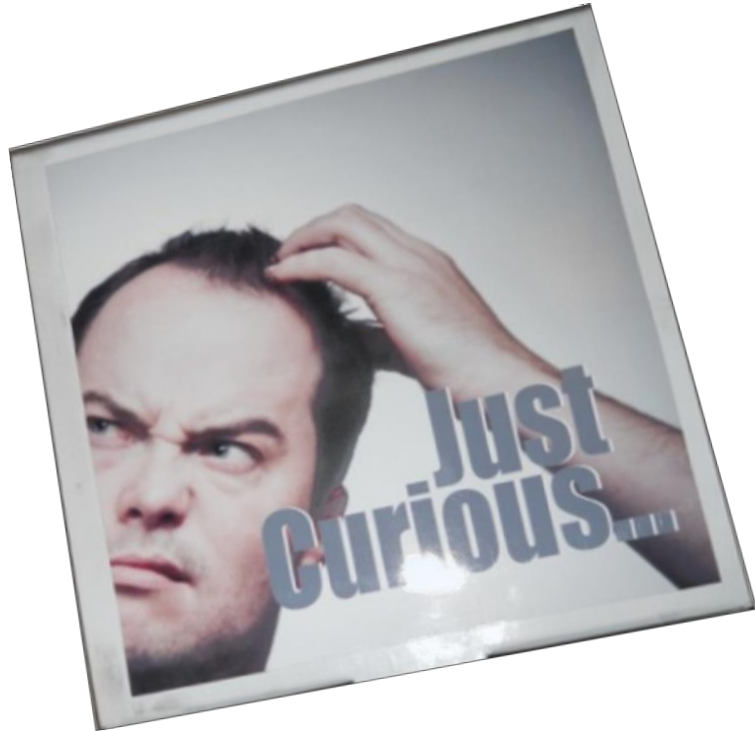


Develop Creative Ideas...



When a **BETTER IDEA** comes
along for you clients,
don't let it end up in the **TRASH!**

Expand Your Ideas and Become “REMARKABLE”



“A Boomerang That Doesn’t Come Back”



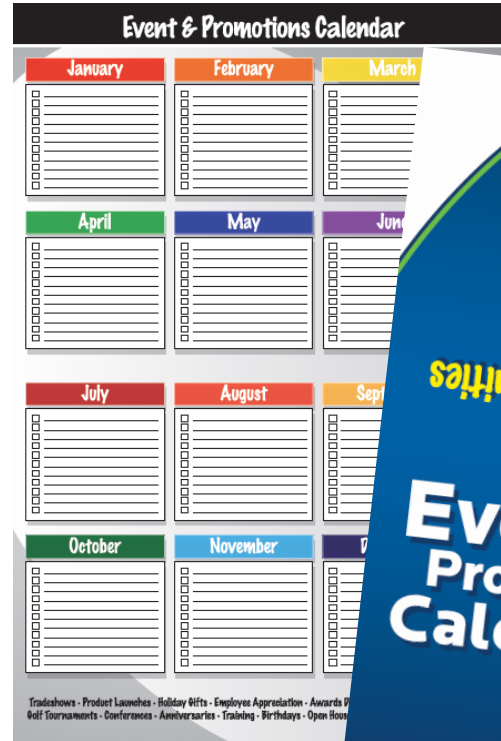
Case History Event Planning Calendar

Challenge: With Current & New Clients, creating a proactive touchpoint

Concept: Identified most salespeople are reactive by nature, create an interactive tool to work behind the scene to create ideas and solutions

Strategy: Build a proactive marketing touchpoint to engage with client, existing and new to determine all upcoming events from the clients. Saves the client, time, money, and lowers stress.

Outcome: Example with Craig Pierce, and the law firm account



SR

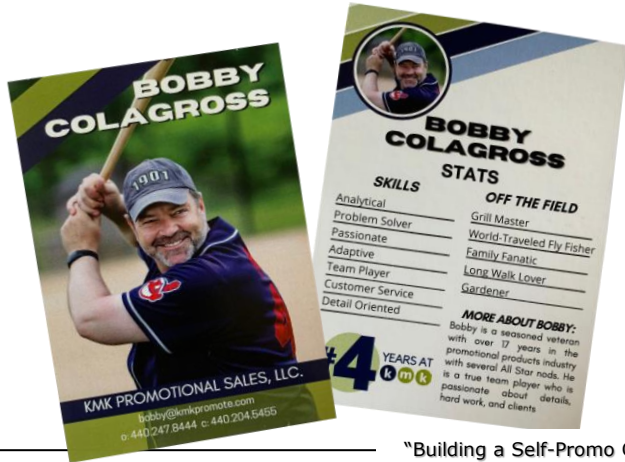
Case History - 3

Challenge: Prospecting Clients who have no interest

Concept: Identify prospects, when they say not interested, acknowledge and send piece, follow up

Strategy: Build a proactive marketing touchpoint to acknowledge and engage prospects

Outcome:



Case History - 4

- Challenge:** During COVID19, there was a need to connect & engage with existing top-tier clients.
- Concept:** Create a theme-driven online program & L.T.C. providing engaging relevant content
- Strategy:** Invite the top-tier 78 A/B client and prospects to solidify connections & sales
- Outcome:** 100% of the invited guests attended, within the ensuing 3 months, \$275K was generated

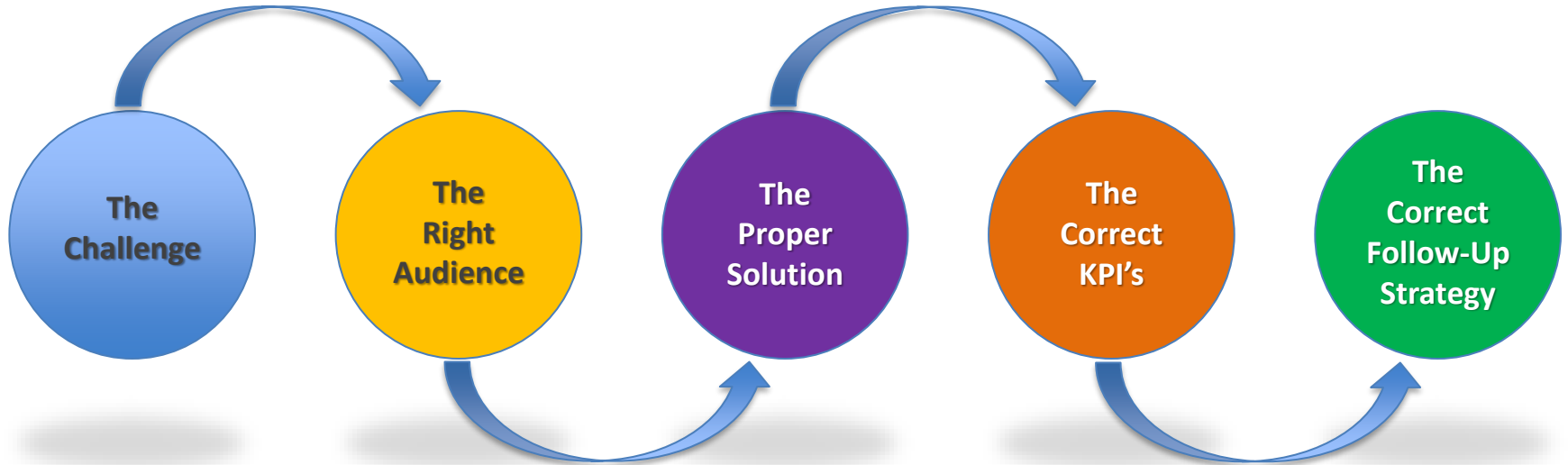
THE MARKETING DINER



Lastly...

Follow UP, Review, Tweak, Repeat

Did we succeed with
defining the following?



Conclusions

Comments & Questions



- You need to believe that you **CAN** be and **ARE** creative
- Be open to the possibilities
- Get paid for your creativity
- Change your mindset
- Measure every marketing program, tweak & rework
- Drive your solutions through questioning
- Be consistent with your marketing efforts
- Be passionate about what you do

What Questions Can I answer?



Cliff QUICKSELL, MASI, MAS+



Cliff Quicksell, Jr., MAS
Consultant • Speaker • Trainer • Author

President & CEO ~ Cliff Quicksell Associates
Author of: 30 Seconds to Greatness Blog

301-717-0615

cliff@QuicksellSpeaks.com

www.QuicksellSpeaks.com



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[SurveyMonkey.com/r/FW2023](https://www.SurveyMonkey.com/r/FW2023)



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